

Station WPMY-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product NRCC IE 2012

Estimate# 3184

Buyer BEN ANGLE

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/3184

Flight Dates 09/12/2012 - 09/16/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/15-09/15	12P-3P	SEC	:30	\$300.00	SA	2	1	2	\$600.00
2	09/12-09/12	8P-10P	PRIME	:30	\$200.00	W	2	1	2	\$400.00
3	09/13-09/13	8P-10P	PRIME	:30	\$200.00	TH	2	1	2	\$400.00
4	09/15-09/15	10P-1030P	NEWS	:30	\$300.00	SA	1	1	1	\$300.00
5	09/16-09/16	9P-10P	FRIENDS	:30	\$100.00	SU	1	1	1	\$100.00

---REPORT TOTALS---

Report Totals: 8 / \$1,800.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$1,800.00

Sales Totals: 8 / \$1,800.00

Station Totals: 8 / \$1,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$90,000	CABL	0%	KDKA	0%	UNKN	98%	WNPA	0%	WPGH	0%
		WPMY	2%	WPXI	0%	WTAE	0%				

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---COMPETITIVE COMMENTS---

MARKET ON WPGH

Books	null
Demos	RA3564